**Sandeep Gupta**

**II +919871899964 II** [sandeepgupta2687@gmail.com](mailto:sandeepgupta2687@gmail.com) **II**

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**Assistant Manager-Marketing**

**Creative and business-savvy marketing professional with total 5.5 years of progressive experience across a broad range of marketing functions and diverse industry segments, proven ability to combine vision, creativity, and strong business acumen with well-developed leadership qualities to support go-to-market efforts, products marketing and branding –rebranding initiatives, positioning companies and product for success**.

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| --- | --- | --- |
| * **Market Research & Focus Group** | * **Branding-Rebranding** | * **Stakeholder Management** |
| * **Marketing Strategies** | * **Client Servicing** | * **Event Management** |
| * **Qualitative & Quantitative Research** | * **Channel Management** | * **Campaign Management** |
| * **Team Handling** * **Marketing Communication** | * **ATL/BTL Activity** * **Product Marketing** | * **Relationship Management** * **Budgeting &Media Planning** |

**Professional Experience**

Customer Broadcast Pvt. Ltd, **New Delhi** **2014-Till Date**

**Assistant Manager-Marketing (ERP/CRM Solutions)**

Recruited in the marketing team to contribute in the growth of the company and to establish the brand of the company in the particular region. Acted as the face of the company in the region for marketing and business development activities and worked with the marketing communication team to execute the branding, PR, events, marketing collateral development, and online advertising. Working with a team under me, directing and motivating them on regular basis and taking care of event coordination, branding, PR and business development & relationships with the corporate world

**Key Contributions:**

* Did major market research project for the company using qualitative & quantitative methods & focused group
* Did brand promotion for the company through ATL & BTL activities, event and advertisements
* Specialized in understanding customer need and providing solutions & customer services accordingly.
* Did ERP/CRM consultation with the clients and provided customized software solutions.
* Mentoring and training up junior and new staff.
* Monitoring & reporting on standards & performance targets & arranging weekly meetings
* Preparing marketing collaterals
* Responsible for project objective within budget time
* Preparation of documents & pricing of the product
* Responsible for closing of deals

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SBI Life Insurance Co. Ltd, **New Delhi** **2011-2013**

**Marketing Manager**

Hired as the team member of the marketing team to support the company’s high growth in a particular channel. Coordinated and created results in finding out the best marketing research practices for the company. Actively involved in doing market research, brand promotion, analysis, customer services using different methods & tools.

**Key Contributions:**

* Actively involved in the market research projects for the company using qualitative/quantitative methods
* Major projects with INDIAN OIL,BHEL,NTPC for the brand promotion and employer-employee beneficial scheme
* Leading a team for the brand promotion of the company using the market research analysis.
* Maintaining highly integrated relationship with the channel partners and providing optimum services to them.
* Major study and monitoring on price fluctuation, primary trends and appropriate investment opportunities.
* Managing major activity of ATL & BTL projects for the company

Simply Money Services Pvt. Ltd, **New Delhi** **2009-2011**

**Marketing Executive**

Joined as a marketing executive in a team to promote the brand image of the company . During the period did many market research projects for the company focusing on the pricing and market trends. Apart from this, I was actively involved in operational part of the company and doing regular sales of currency.

**Key Contribution**

* Brand Promotion for the company
* Promotion of the company using BTL activity actively
* Learning new and relevant techniques of market research
* Helped the company in increasing the sales revenue of the company.
* Helped the company in acquisition of new corporate clients

**Education and Technical Proficiency**

**Post Graduate Diploma In Management (PGDM) in Marketing & Finance**

**Jaipuria Institute of Management, AICTE**

**Bachelor Of Commerce (Hons), Finance**

**Calcutta University**

**Technical Skills**

SPSS, PhStat, Prowess

Microsoft Office (Word, PowerPoint, Outlook, Excel)

**PERSONAL INFORMATION**

Date Of Birth : 26.03.1987

Marital Status : Single

Language Known : English, French, Hindi, Bengali

Address : 123/3, Subhas Nagar, New Delhi-110027